

WVBC

THE VOICE OF BOSTON COLLEGE

640 kc.

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CHESTNUT HILL, MASS. 02167 • 332-3200, EXT. 277

October 26, 1969

Mr. Robert J. Witkowski
President, The Ivy Network Corporation
242-A Yale Station
New Haven, Connecticut

Bob:

Our Production Manager has brought to my attention a matter which one could consider to be a serious question of ethics and/or competence involving Campus Media, Incorporated.

We recently received from Campus a broadcast order for fifteen thirty-second spots for a record called "The Groupies" which was issued by Earth Records.

The script for this series of spots comprises the following:

eleven lines of copy, including required plugs for local record stores carrying the album,
one musical cut to be played before announcer speaks,
fifteen seconds of the album, divided into three separate cuts.

The most superficial analysis of this situation will reveal that the requirements of this spot greatly exceed thirty seconds. Minimal quality production of this spot-i.e., breakneck speed on the part of the station announcer-results in a forty-five second spot. Quality production of this spot requires that it become a sixty-second spot.

At times in the past, Campus has provided to us spot material which exceeded the specified length of spots involved. This case, however, is best described as flagrant.

Your comments and evaluation of this situation are welcome.

Sincerely,

Dan Mac Donald
Dan MacDonald

USA

ROBIN LOND

EXCITING